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With the holiday season upon us and the new year fast approaching, it is my pleasure to write to you today, on behalf of the team at Sport Oregon, to express my gratitude for your investments in our organization. It's always a privilege for me to write to all of you who make Sport Oregon so successful in fulfilling our mission to drive economic and positive social impact for our state through sports.

We are very fortunate to have an exceptionally strong and engaged board of directors, and a talented and dynamic staff at Sport Oregon. Simply put, it would not be possible for us to meet and exceed our goals as an organization without this incredible support from our membership and staff. We are truly grateful for your ongoing support.

Looking back at 2022, it has been an incredible year filled with great achievements with an eye towards future growth through the many events and programs that will take place in our state. This past year was rich with rewards, as our collective work from past years came to fruition with a host of exceptional events and one-of-a-kind experiences in our state.

Upon reflection, it is clear to us that the planning work we did through the pandemic is paying dividends. Coming out of COVID, we feel that the organization is poised for the future and is as strong as it's ever been. Despite the challenges faced over the last two-plus years, we were able to focus on securing significant, and sometimes groundbreaking investments and events for our state, and strategically plan and implement meaningful new programs and initiatives, such as SHE FLIES.

The development of the Sport Oregon Foundation SHE FLIES initiative was a major area of focus for the organization in 2022. As our flagship initiative, the focus of SHE FLIES is connecting girls and women across Oregon to sports, and creating inclusive communities through its programs, partnerships and networks. It aims to do so through three focus areas: getting girls in the game, empowering women coaches and promoting fitness for life.

While it's a relatively new initiative, it's safe to say SHE FLIES is off and soaring on the strength

of a great first year. Through the initiative, Sport Oregon awarded \$25,000 in Community Grants in the spring. Additionally, we launched a new SHE FLIES content series, produced a free SHE FLIES Festival event, hosted a Women in Motorsports panel event in conjunction with the INDYCAR Grand Prix of Portland, and SHE FLIES became the exclusive non-profit partner and beneficiary of The Red Gala. Importantly, we have established a number of strategic partnerships that have set a great foundation for SHE FLIES to experience continued growth.

Looking ahead to next year, we are focused on further enhancing all of our SHE FLIES events, programs and fundraising. In 2023, we plan to give a minimum of \$125,000 in Community Grants, with the new cycle beginning February. Additionally, plans are in place to make the SHE FLIES Festival a much larger event, with future plans to expand it to additional communities across Oregon.

This year also was an amazing year for marquee sporting events in our state. The return of the NCAA men's regionals to Portland in March – with fans in the stands for the first time in three years – really set the stage for a terrific year. In the summer, Oregon showed its prowess in staging world-class sporting events by hosting the World Athletics Championships Oregon22 in July. In terms of its overall audience and scope, the World Athletics Championships represented the largest sporting event that the state has hosted. It was the first time the event was held in the United States, and produced an estimated \$50 million to the area in the form of direct spending by visitors associated with the event, with cumulative global viewership numbers estimated to be roughly 10 times higher than the Super Bowl. The World Athletics Championships capped an incredible spring and summer of high-level track and field

events at the reimagined Hayward Field in Eugene.

This past year also saw the triumphant return of NASCAR to Portland after more than a 20-year absence. Race fans flocked to Portland International Raceway in June for the NASCAR Xfinity Series race, and again in September for the NTT IndyCar Series race. The events, importantly, made another strong statement that Portland and the state of Oregon are very much open for business.

Most recently, we once again marveled at the success of the Portland Thorns, who won their third NWSL Championship and became the first three-time league champion in the league's history!

While we celebrate the successes of the past year, we remain hard at work to continue improving our organization. We are fortunate that we have such tremendous support in our efforts, including from local and state leaders that value our continued work to drive economic impact by attracting events, fans and participants to our state each year. In the end, sports matter. Not only as entertainment, but they bond us as a community and state, and produce positive effects to our quality of life and economy.

The holidays are always a special time of year. This year, in particular, is extra rewarding as we look back at our collective achievements. As always, we look forward to even greater successes in the upcoming year. We are so grateful for everyone's support of Sport Oregon; we wish all of you a safe and happy Holiday Season, and a Happy New Year!

Jim Etzel
CEO

MARCH

NCAA Men's Basketball 1st/2nd Rounds

Portland welcomed 8 men's teams chasing a championship during March Madness, including regional powers Gonzaga, UCLA, Boise State, and St. Mary's. With games broadcast on the CBS family of networks, Portland was on center stage for millions of viewing fans.



APRIL

USA BMX Northwest Nationals

Held at the Deschutes County Fairground complex, this annual event showcases central Oregon to hundreds of riders of all ages - and their families - and continues to thrive as a staple on the BMX national calendar.



JUNE

NASCAR Xfinity Series POA 147

Portland's first NASCAR-affiliated event in 20 years was a massive hit for regional race fans, selling more tickets than any other Xfinity race on the circuit. The NASCAR crew will be back again in 2023, and we can't wait to continue elevating this event.



JUNE

Triple Crown Valley Invite

This 200+ team youth softball tournament has made the Portland region its home for 30 years, with no end in sight. Over 600 games are played on 50 fields in two days, as Portland and the region continue to stake its claim on impactful youth sports.



JULY

IRONMAN 70.3 Oregon

Year two of our first-ever IRONMAN event elevated impacts even further, with nearly 3,000 competitors flocking to Salem in July. Sport Oregon continues to partner with IRONMAN, Travel Salem, Travel Oregon, and the Willamette Valley Visitors Association on this event, and we're gearing up to solidify it further in Oregon.



JULY

World Athletics Championships Oregon22

Held in the United States for the first time ever, Oregon22 was an unmissable global experience to see the best track and field athletes in the world compete at Hayward Field.



AUGUST
Sneaker Week

Sneaker Week bridges the footwear industry, surrounding industries, and professionals to create engaging experiences that educate and excite. This week-long event brought on Sport Oregon as the title sponsor in 2022, and the possibilities are endless for continued local impact.



AUGUST
*Women's International
Champions Cup*

In year two of this international women's soccer event held at Providence Park, the Portland Thorns competed against three international teams over a multi-day competition. Olympique Lyonnais (France), C.F. Monterrey (Mexico), and Chelsea FC Women's (England) all competed on our home turf.

AUGUST
*Seaside Beach
Volleyball Tournament*

Held on the second weekend in August every year in Seaside, this premier beach volleyball event utilizes 185 courts over four days. It continues to shine as the largest beach volleyball tournament in the United States and second-largest volleyball tournament in the world.



AUGUST
*Ladies Ball
Western Regional*

With strong connections to the Women's Basketball Hall of Fame, the Ladies Ball selected Portland to host its Western Regional due to our deep sports culture and history of women's basketball. This event is planning on utilizing The Hoop in Beaverton again in 2023.



SEPTEMBER

INDYCAR Grand Prix of Portland

INDYCAR continues to thrive in our market, and did so again with the 28th running of this epic event at Portland International Raceway.



SEPTEMBER

LPGA Portland Classic

The LPGA Tour's longest-running non-major tournament returned to the Pacific Northwest for its 51st anniversary. Players from all corners of the world entered the final stretch of the Race to the CME Globe, and Portland's supportive fanbase is always treated to a unique spectacle.

NOVEMBER

PKI and Phil Knight Legacy Tournaments

Portland served as the epicenter of college basketball over Thanksgiving weekend, while hosting 16 men's teams and 8 women's teams over a three-day period. Moda Center, Veterans Memorial Coliseum, and the Chiles Center on the University of Portland's campus hosted games, with all competition broadcast on ESPN/ABC.





As we celebrated Title IX's 50th anniversary this year, we understood just how far we still have to go to address the many inequities for girls and women in sport. SHE FLIES is the flagship initiative of the Sport Oregon Foundation, focused on keeping girls in the game, empowering women coaches, and promoting fitness for life. Through events, partnerships, and grants, SHE FLIES connects girls and women to sports participation opportunities in Oregon.

SHE FLIES is one of the only platforms of its kind in the country; unique in the fact that it doesn't focus on one particular sport, region or group. As a year-round, statewide initiative covering all sports in all regions of Oregon, SHE FLIES takes a holistic approach to closing the gender gap in sports participation and engagement. As a connector and trusted voice in sports, Sport Oregon is uniquely qualified to uplift girls and women through sport.

Based on feedback from Sport Oregon members, partners, and the community, we made the strategic decision to go all in on SHE FLIES. The resources formerly allocated to foundation initiatives like the Sport Oregon Youth Series and Fuel the Future will now be focused on SHE FLIES. We have already seen this strategic decision validated by the investment from our Sport Oregon community. SHE FLIES is timely, relevant, and critically important.

Since its launch in 2022, highlights include awarding \$25,000 to deserving non-profits through our Community Grant Program, creating the SHE FLIES Stories content series because "you can't be what you can't see," and producing a free SHE FLIES Festival community event.

Partnerships of note include collaborating with the Multnomah Athletic Foundation on a Title IX Speaker Series and hosting an intimate panel and yoga session with Bras for Girls in the Sport Oregon office. SHE FLIES, itself, was supported by numerous community and corporate grants. Our Young Professionals Board hosted a golf tournament fundraiser in September, raising \$10,000 at the inaugural nine-hole event.

SHE FLIES was honored to be the beneficiary of The Red Gala in April, raising over \$10,000 in a fun night at the Boedecker Foundation. In October, the Portland Thorns players selected SHE FLIES as a beneficiary of ticket proceeds from their final home match of the year. The Thorns donated \$35,000 on their way to the 2022 NWSL Championship.

To end the year, we turned the Sport Oregon holiday party into a SHE FLIES benefit. In yet another inaugural event, we raised over \$200,000 thanks to the strength and generosity of the Sport Oregon community. The Sport Oregon Holiday Bash benefiting SHE FLIES featured a power panel of ambassadors and advocates and a live auction featuring exclusive sports packages. It was the perfect way to celebrate the progress made in 2022 and build a foundation for 2023 to take SHE FLIES to new heights.

The future is bright for SHE FLIES as we continue to grow our events, funding, and impact. Planned expansions include awarding more money through the community grant program and distributing our reach throughout the state outside of Portland. As we look ahead, we hope you'll invest in girls and women and take flight with SHE FLIES.



Our efforts in sports tourism were elevated significantly in 2022, due to a variety of reasons. An increase in staff count specifically dedicated to sports tourism, available funds to source and secure events, and an expanded travel schedule in order to network with clients. All were factors in our team coming into its own in this market.



In January, we hired Julia Mayfield, our first-ever employee focused exclusively on services for our Portland clients. Julia's primary responsibility is to make sure that our tourism-inducing events in Portland are satisfied, connected, and ready to book again for the future. She's been a wonderful addition to our team, and does a great job ensuring that our sales efforts are being delivered once the client is here on the ground.



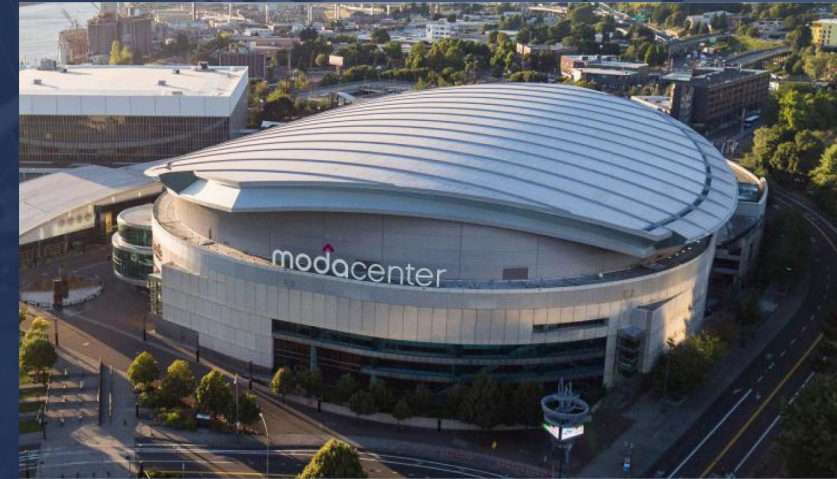
On the sales side, we had a busy year. Unfortunately, we lost Damian Williams from our team, who choose to pursue his passion of teaching at the collegiate level. But luckily for us, we found an amazing replacement in Jenn Dooher, to hold the mantle of Sports Tourism Development Manager in Portland. Jenn has fantastic experience in the sports community, and will be a great driver of impact in our community.



Our partnership with Travel Portland and the Portland hotel community expanded as well, with a significant increase in TID investment funds into our organization. A 50% increase in these funds allowed us to build out our team, travel frequently, and have client incentives available to us to book more business. The advancement in this TID relationship has been paradigm-shifting for our organization, and our specific efforts in sports tourism.



In Portland, we had an incredible year in both hosting and securing future sports business. We once again hosted the NCAA Men's Basketball 1st/2nd Rounds at Moda Center in March, welcoming several regional and national teams to the Rose Quarter and hotel community. In early June, we hosted Portland's first NASCAR-affiliated event in 20+ years, which performed as the highest-selling Xfinity race on the NASCAR circuit. And Thanksgiving weekend brought the best men's and women's college basketball teams from across the country to Moda Center for the Phil Knight Legacy and Phil Knight Invitational basketball tournaments.



And in November 2022, Portland received the incredible news that our city will be hosting its first-ever NCAA Basketball Division I Women's Final Four in 2030. Moda Center and the Rose Quarter will serve as ground zero for this world-class event that brings upwards of \$25 million in economic impact to a host community. Sport Oregon partnered with Travel Portland, the Trail Blazers / Rose Quarter, and the University of Portland Pilots to bring home this win for Portland.



From a statewide standpoint, we've been actively engaged with USA BMX on expanding its reach and presence in Oregon. They are annually in Redmond, hosted the first-ever freestyle event in Newburg, and have just added Eugene to the list of national events as well. And our support of IRONMAN 70.3 Oregon in Salem produced a second-year event for the ages, with 3,000+ athletes competing in our state's capital this past July. They are back in Salem in 2023 and look to make that community their home for a long time.

All in all, a busy and fruitful year in our sports tourism world, as we look to do our part in the active recovery of Portland and Oregon's hospitality community.

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Events and Marketing made some transformational progress in 2022, starting with the much-anticipated return of in-person events after two years of zoom meetings.



We started in January with the launch of our flagship foundation initiative — SHE FLIES. The mission of SHE FLIES is designed to uplift girls and women through sport and we had a robust events schedule throughout the year to activate and engage around this initiative. The SHE FLIES Festival in May was the highlight as we took over The Fields Park in Portland for a free, family-friendly event featuring live fitness activities and interactive exhibits.



After 25 years of tradition at the Northwest Shootout, WAVOR changed the game in April. Standing for Washington vs. Oregon, WAVOR is the region's only interstate high school basketball all-star game. All proceeds raised from the event are split between the Sport Oregon Foundation and our partners at the Maurice Lucas Foundation. We can't wait to see what next year has in store with this growing brand.



The Sport Oregon Holiday Bash benefiting SHE FLIES in December was our grand finale. After multiple years without a proper holiday party, we came together for a festive evening celebrating SHE FLIES and women in sport.



The first-ever Sport Oregon Chalk Talk debuted in September at Wieden + Kennedy. This exclusive event for Sport Oregon board members previewed the Trail Blazers' season and featured Head Coach Chauncey Billups, GM Joe Cronin, President Dewayne Hankins, and TV Analyst Lamar Hurd. We hope to host quarterly Chalk Talks as a new benefit for members going forward.

The Oregon Wine Country Half Marathon returned in September at a new location for our first in-person race since 2019. We took over the charming small town of Independence nestled along the Willamette River with over 1,000 runners coming from near and far to "run now, wine later." While Sport Oregon will no longer own and operate this race going forward, the Oregon Wine Country Half Marathon was met with positive feedback from participants and partners and is well positioned for growth in 2023.

On the marketing side, Sport Oregon invested in growing our digital audience for the first time in our history. By shifting from a content consumer to a content creator, Sport Oregon will become the premier digital property for sports commission and sports tourism brands in the country, elevating and amplifying our partners along the way.

In July, we launched a comprehensive content strategy to share the unique sports stories that make Oregon so special. Sport Oregon Faces, Places, and Voices were born as the foundational features that have become yet another way Sport Oregon adds value to the state's sports ecosystem. All of our digital metrics have made huge strides this year by prioritizing engagement and audience growth.

The Sport Oregon brand is gaining legitimacy all the time, as evidenced by the leaders, organizations, and power players around the state now coming to us as a trusted, valued resource. Over the last six months, we have executed innovative collaborations with our influential members, partners, universities, and franchises. We have developed a cohesive, consistent visual identity by elevating our graphic design, photography, and videography across all of our digital platforms and physical brand activations.



Sports are a unifying force in our community and serve as a compelling vehicle to advance a brand along the way. As we continue to build a brand Oregon can be proud of, we hope you'll join us. Subscribe to our emails. Follow us on social. Get in the game.

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[Charles Leverton](#)
[John Johnson](#)
[Rachael Rapinoe](#)
[Johnny Rutford](#)
[Damian Williams](#)
[Kelly Graves](#)

Voices

[WCH Oregon22](#)
[Wine Country Half](#)
[State of Sport](#)
[Blazers Season Preview](#)
[SHE FLIES](#)
[PKI & Phil Knight Legacy](#)
[Beaver Football](#)

Places

[Maupin DRAC](#)
[Merlo Field](#)
[The Campbell Course](#)
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[The Sports Bra](#)
[Trillium Lake](#)
[Forest Park](#)

Miscellaneous

[Oregon Wine Country Half Marathon Preview](#)
[SHE FLIES 2022 Reel](#)
[SHE FLIES 2023 Trailer](#)
[Women's Final Four](#)

**INSTAGRAM
FOLLOWING**

+44%

**LINKEDIN
FOLLOWING**

+90%





We leveraged the full-scale return of sports into a winning evolution of the Sport Oregon Hospitality Collective. Partners were able to secure premium tickets for the biggest events in the state and join the largest networking community at each of those events. Historic new events included the World Athletics Championships Oregon22 and return of NASCAR to the Northwest, while the INDYCAR Grand Prix of Portland saw over 160 people in the sold-out Sport Oregon suite. Another highlight was the return of NCAA Men's Basketball 1st and 2nd round games at Moda Center, which we enjoyed from the Pacific Office Automation Party Suite.

Strategic Partnerships focus on all aspects of revenue for the Corporation and Foundation. That includes the sale, solicitation, execution, service, renewal and retention of all memberships, sponsorships, hospitality collective events, donations and foundation partnerships.



The mission of Sport Oregon's External Affairs Committee (EAC) is to establish an external affairs function within Sport Oregon resulting in consistent, rather than episodic, external engagement. We have engaged externally with individuals, organizations, and local, regional and statewide political bodies.

Sports betting, and in particular, mobile sports betting and its impact on sports was cited to be of particular interest among several executive board members. Subsequent to our first report on the state of sports betting nationally in late 2021, we convened an informational discussion with the tribal community and ORLA leadership. Funded by our sport franchise members, a consulting group was retained to assess the potential size of the Oregon mobile and online sports wagering market and to evaluate alternative distribution models and what impact this would have on the revenue that the state government receives from sports betting. The assessment was used as a basis for Sport Oregon engagement with policy leaders as well as public testimony opportunities with the Legislative Joint Interim Committee on Gambling Regulation.

We have taken steps to engage and become a trusted partner with other business organizations throughout the state as well as elected leaders who see an interest in our mission. There's a strengthening of ties between Sport Oregon and the leadership at Greater Portland Inc., Oregon Business and Industry; Portland Business Alliance; Prosper Portland and members of the Portland City Council and its staff. We helped to institute and become an active partner with the newly created and funded Business, Entertainment & Events Division headed by Berk Nelson of Prosper Portland.

Metro is seeking community-driven expressions of interest that take advantage of Expo Center while achieving community benefits. After several tours of Expo, we surmised that indoor regional sporting events could be programmed at this site. We were contacted by O'Loughlin Trade Shows and ASM Global as a potential respondent to the RFEI. ASM Global operates over 350 venues that are similar to the Expo Center. After several conversations including Travel Portland, we signed on in support of ASM Global's response to the RFEI. Support included the Black Business Association of Oregon, the Homebuilders Association, and the Portland Metro RV Dealers to name a few. At the conclusion of the review process Metro will make a recommendation on the next steps to Metro Council and Metropolitan Exposition Recreation Commission in Spring 2023.



Sport Oregon was invited to make a presentation by the House Interim Committee on Economic Development and Small Business. The core of the presentation was a pitch for the state to establish and allocate ongoing incremental funding to a statewide bid fund. The bid fund would help individual Oregon destinations and the state to attract and execute world-class sporting events. Discussions will be ongoing.

Sport Oregon worked with a coalition formed by the Portland Business Alliance to release a formal study of the sports economy ecosystem in Oregon and its value proposition. The report was released during the World Athletics Championships Oregon22 in Eugene. It will be used to engage policymakers on the importance of Oregon's global leadership position in the sports product industry. The report will also strengthen opportunities for economic expansion and investment in this important sector.



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